

Message Text

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UNCLAS ATHENS 0976

FOR ALE/SAD FROM ZANETAKOS/KNOWLES

E.O. 11652: N/A
TAGS: BEXP, GR
SUBJECT: COMPUTER SYSTEMS SEMINAR MISSION; ATHENS, GREECE,
JANUARY 30-31, 1978

1. SUMMARY AND MISSION COORDINATION COMMENTS: EMBASSY ECONOMIC COMMERCIAL SECTION PRE-ARRIVAL PROMOTION CAMPAIGN GENERATED OVERWHELMING RESPONSE TO SEMINAR PORTION OF MISSION STOP IN ATHENS. MISSION PARTICIPANTS ADDRESSED STANDING-ROOM-ONLY CROWD OF SOME 260 KEY GREEK USERS OF EDP EQUIPMENT, POTENTIAL AGENTS, GOVERNMENT OFFICIALS, LOCAL PRESS AND TV REPORTERS, AND PARTICIPATED IN SOME THIRTY POST SEMINAR APPOINTMENTS. THOROUGH KNOWLEDGE OF LOCAL MARKET CONDITIONS AND PERSONAL ACQUAINTANCE WITH TOP GREEK FIGURES IN LOCAL EDP COMMUNITY ON THE PART OF COMATT RON FLACK AND E/C STAFF WAS APPRECIATED BY MISSION PARTICIPANTS. COOPERATION AND LOGISTICAL SUPPORT EXTENDED TO USDOC PERSONNEL OUTSTANDING. MANNER IN WHICH POST HANDLED PRE-ARRIVAL PROMOTION AND ADMINISTRATIVE DETAILS COULD BE TEXT-BOOK EXAMPLE FOR OTHER POSTS PLANNING TO RECEIVE SIMILAR SEMINAR MISSIONS. SPECIAL CREDIT
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SHOULD BE GIVEN TO FSL SPECIAL COMMERCIAL ASSISTANT JOHN ANGELIDES FOR HIS SIGNIFICANT CONTRIBUTION TO THE SUCCESS OF THIS MISSION STOP IN ATHENS. EMBASSY MAILINGS TO APPROX 500 KEY PROSPECTS WERE PRECEDED BY PERSONAL PHONE CONTACTS TO THE TOP EDP END-USER FIRMS IN ATHENS AND THESSALONIKI AREA. PRESS RELEASES DISTRIBUTED TO 16 GREEK PAPERS AND TRADE JOURNALS RESULTED IN 20 PUBLISHED ARTICLES. EVEN THE COMMUNIST NEWSPAPER

RIZOSPASTIS PUBLISHED A FAVORABLE ARTICLE. AUDITORIUM ROOM WAS COMPLETELY FILLED SHORTLY BEFORE OPENING OF SEMINAR BY GREEK DEPUTY MINISTER OF COMMERCE JOHN DIMOPOULOS. ALSO PRESENT WAS THE SECRETARY GENERAL OF THE MINISTRY OF COMMERCE, BASIL TSIOUNIS AND OFFICIALS OF SEVERAL OTHER MINISTRIES. STANDING ROOM ONLY CROWD OF 260 WAS ACCOMMODATED BY ADDITIONAL CHAIRS SUPPLIED BY SEIMNAR HOST, NATIONAL RESEARCH FOUNDATION. FIRST HOUR OF SEMINAR WAS COVERED BY GREEK NATIONAL TELEVISION AND FOOTAGE WAS SHOWN NATIONALLY ON EVENING OF 30 JANUARY. DURING COFFEE BREAK USIA FILM ENTITLED "ELECTRONIC BANKING" WAS SHOWN AND ELICITED NUMEROUS QUESTIONS WHICH WERE ANSWERED BY TEAM MEMBERS FAMILIAR WITH THESE TECHNIQUES AND HARDWARE. RECEPTION GIVEN BY ECONOMIC COMMERCIAL COUNSELOR MILTON KONVER EVENING JANUARY 30 WAS ATTENDED BY APPROXIMATELY 170 TOP LEVEL GREEK GOVERNMENT OFFICIALS, BUSINESSMEN AND POTENTIAL AGENTS. POST-SEMINAR PRESS COVERAGE CONTINUED AFTER THE SEMINAR WITH PUBLICATION OF INTERVIEWS WITH MR ZANETAKOS IN INFLUENTIAL GREEK BUSINESS DAILIES "EXPRESS" AND "NAFTEMBORIKI" ON JANUARY 31 AND ARTICLES WITH PHOTO OF SEMINAR SESSION IN LEADING ENGLISH LANGUAGE DAILY NEWSPAPER FEB 1.

2. STATISTICS:

- A. NUMBER OF US PARTICIPANTS 5
 - B. SALES DURING MISSION (DOLLARS) \$75,000
 - C. 12 MONTH EXPECTED SALES \$2,430,000
 - D. SALES LEADS 39
 - E. REP. LEADS 13
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- F. REP. AGREEMENTS CONCLUDED 3
- G. ADDITIONAL REP. AGREEMENTS EXPECTED 3
- H. LICENSEE/JOINT VENTURE AGREEMENTS EXPECTED 3

3. PARTICIPANTS COMMENTS:

A. DAVID HATFIELD, VESATEC, QUOTE THIS EVENT ALONE WOULD HAVE JUSTIFIED THE SEMINAR MISSION. THE QUALITY OF THE CONTACTS MADE WAS EXTREMELY HIGH. I AM CONFIDENT THAT PARTICIPATING IN THIS EVENT WILL HAVE POSITIVE BENEFITS FOR MY COMPANY'S SALES IN GREECE FOR YEARS TO COME. THE AMOUNT OF ADVANCE WORK TO PRODUCE THESE RESULTS MUST HAVE BEEN STAGGERING. MR FLACK AND HIS STAFF MERIT THE HIGHEST POSSIBLE PRAISE. I WOULD LIKE TO MENTION THE OUTSTANDING CONTRIBUTION MADE BY MR KNOWLES. HE HAS SHOWN A REMARKABLE DEGREE OF PATIENCE, ABILITY AND HARD WORK. WITHOUT HIM THE MISSION WOULD NOT POSSIBLY HAVE BEEN THE SUCCESS IT HAS BEEN FOR MY COMPANY. UNQUOTE. CLEARED FOR PUBLICATION.

B. W. STEHL, CREA COMP SYSTEMS, QUOTE WE EXPECT TO SHIP TWO MILLION DOLLARS OR MORE TO GREECE IN THE NEXT 12 MONTHS. THE MISSION WAS WELL ORGANIZED AND THE BEST PREPARATION SEEN SO FAR. ATTENDANCE AT SEMINAR FAR GREATER THAN PREVIOUS ONES. COMMERCIAL RESULTS EXCEEDED OUR EXPECTATIONS. UNQUOTE. CLEARED FOR PUBLICATION.

C. ABE ARMONI, RAMTEK CORP, QUOTE A MOST PROFESSIONAL EVENT PUT TOGETHER BY COMMERCIAL STAFF OF EMBASSY IN ATHENS. IT SHOWED THOROUGH KNOWLEDGE OF THE MARKET AND POLITICAL CONDITIONS. UNQUOTE. CLEARED FOR PUBLICATION.

EMBASSY COMMENT: SUCCESS OF THIS SEMINAR MISSION, AS CONFIRMED ABOVE BY PARTICIPATING US COMPANIES, HIGHLIGHTS ADVANTAGES OF SEMINAR TYPE TRADE PROMOTION EVENT OVER TRADITIONAL TRADE MISSIONS. EMBASSY ATHENS BELIEVES SEMINAR TECHNIQUE IDEAL FOR GENERATING LOCAL INTEREST AT BOTH GOVERNMENT AND PRIVATE LEVELS. REPRESENTATIVES OF PARTICIPATING US FIRMS IN THIS SEMINAR ALL MADE HIGH QUALITY, INTERESTING PRESENTATIONS. THIS HIGH LEVEL OF REPRESENTATION WAS APPRECIATED BY GREEK AUDIENCE AND PARTICULARLY UNCLASSIFIED

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BY GREEK GOVERNMENT OFFICIALS WHO ATTENDED. GENERAL LEVEL OF QUALITY OF THIS MISSION HAS INCREASED EMBASSY'S CREDIBILITY IN ORGANIZING SUCH TECHNICAL SEMINARS IN THE FUTURE AND USDOC IS TO BE COMPLIMENTED, ALONG WITH THE FIVE US FIRMS, FOR THEIR FINE PERFORMANCES.

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